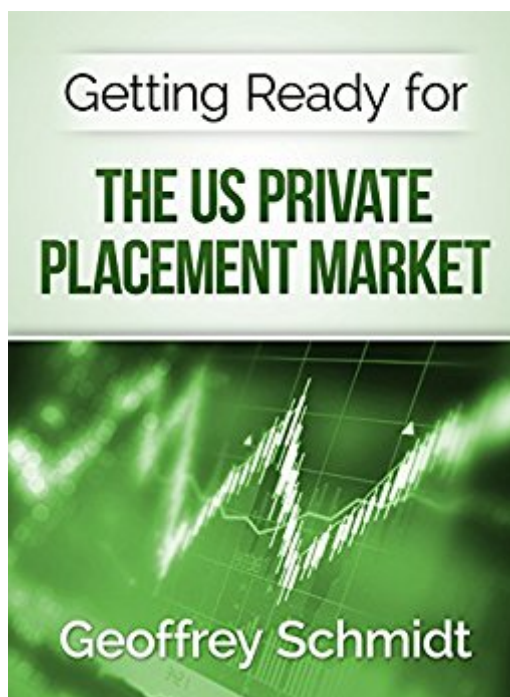


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# Getting Ready For The US Private Placement Market



## Synopsis

The United States Private Placement ("US Private Placement" or just "Private Placement") market represents a corner of the debt capital markets where mid-to-large sized issuers, not ready for the US public bond market, can raise debt capital at competitive rates that are not too dissimilar to those achieved in the US public bond market. The market was born out of the Securities Act of 1933. This market allows companies to raise debt from Accredited Investors in a relatively inexpensive and effective way; one that requires far less management time and money than a fully registered debt security. Because of the special and sophisticated nature of these investors, issuers avoid the time-consuming and costly process of SEC registration, and at the same time (particularly when compared to a fully registered security), a private placement streamlines the debt raising process. A first time issuer in the US private placement market can raise funds in as little as eight to 10 weeks and a repeat issuer in as fast as six to eight. Achieving the needed dollar volume is typically not a problem for most mid sized companies. The US Private Placement market can accommodate between \$1 and \$2 billion in total outstanding issuance for an average issuer over the span of one or more transactions. This Special Report addresses many key questions often asked by clients: 1) Should your transaction get a credit rating? 2) Which agent should you use and why? 3) How much debt should you raise? 4) What structure should you offer? 5) What credit spread is appropriate? 6) Which attorney should you use? 7) Which features of the market are important? 8) What is management's time commitment? 9) How long does the process take? 10) What are the pros and cons of the different ways to approach the market? For any prospective issuer into this market, Getting Ready for The US Private Placement Market is a must read.

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## Customer Reviews

An excellent tutorial on preparing for the US Private Placement Market. A must have for all issuers and bankers. Well written !

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